

ORDER



Orders
Order / Rev: 703379
Alt Order #: 06257821
Product Desc: DFND JSTCE FR PLTCS
Estimate: 1546
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/30/12 / 09/21/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: New Media Firm, The/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Defend Justice from Politics
Demographic: A35+
Product Codes: IS-Issue/Ballot
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	14	\$33,200.00	\$28,220.00
10/29/12	10/29/12	4	\$9,500.00	\$8,075.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	14	\$33,200.00	\$28,220.00	0.00
November 2012	4	\$9,500.00	\$8,075.00	0.00
Totals	18	\$42,700.00	\$36,295.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	18%	\$42,700.00
Market	100%	\$237,222.22

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	17%	\$40,327.78
WFTS	22%	\$52,188.89
WMOR	7%	\$16,605.56
WTOG	4%	\$9,488.89
WTTA	3%	\$7,116.67
WTVT	25%	\$59,305.56
WVEA	0%	\$0.00
WWSB	4%	\$9,488.89
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/26/12	10/26/12	M-F 5-530p	CM	5-530p	----F--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM Start Date 10/22/12 End Date 10/28/12 Weekdays ----F-- Spots/Week 1 Rate \$1,100.00 Rating 0.00															
2	WTSP	10/29/12	10/29/12	5-530p 10 News	CM	1135p-1237a	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00

Order / Rev: 703379
 Alt Order #: 06257821
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Defend Justice from Politics
 Product Desc: DFND JSTCE FR PLTCS
 Estimate: 1546
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Letterman															
Late Night with David Letterman															
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,400.00		0.00						
3	WTSP	10/29/12	10/29/12	Price Is Right	CM	11a-12p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,800.00		0.00						
4	WTSP	10/29/12	10/29/12	M-F 530-6p	CM	530-6p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 News at 530p															
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,100.00		0.00						
5	WTSP	10/29/12	10/29/12	7-730p	CM	7-730p	M-----	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$5,200.00		0.00						
E 6	WTSP	10/27/12	10/27/12	Gators Special	CM	Gators Special	-----S-	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
Gators Special															
(7:00 PM-8:00 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$800.00		0.00						
7	WTSP	10/28/12	10/28/12	LN (Su)	CM	Su 11-1135p	-----S	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
Late News (Su)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$3,600.00		0.00						
8	WTSP	10/28/12	10/28/12	Sun 630-7p	CM	Sun 630-7p	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Sun 630-7p 10 News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,400.00		0.00						
9	WTSP	10/25/12	10/25/12	Letterman	CM	1135p-1237a	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Late Night with David Letterman															
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00		0.00						
10	WTSP	10/25/12	10/25/12	Price Is Right	CM	11a-12p	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00		0.00						
11	WTSP	10/25/12	10/25/12	M-F 530-6p	CM	530-6p	---T---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 News at 530p															
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,100.00		0.00						
12	WTSP	10/25/12	10/25/12	730-8p	CM	730-8p	---T---	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$6,000.00		0.00						
13	WTSP	10/23/12	10/23/12	Price Is Right	CM	11a-12p	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
Price Is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		0.00						
14	WTSP	10/23/12	10/23/12		CM	4-5p	-T-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00

Order / Rev: 703379
 Alt Order #: 06257821
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Defend Justice from Politics
 Product Desc: DFND JSTCE FR PLTCS
 Estimate: 1546

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p Dr. Phil											
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- T- - - - -			1		\$1,600.00		0.00				
15	WTSP	10/23/12	10/23/12	M-F 530-6p 10 News at 530p	CM	530-6p	- T- - - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5:30PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- T- - - - -			1		\$1,100.00		0.00				
16	WTSP	10/23/12	10/23/12	7-730p Wheel of Fortune	CM	7-730p	- T- - - - -	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- T- - - - -			1		\$5,200.00		0.00				
17	WTSP	10/24/12	10/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- - W- - - -	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
10 NEWS-5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - W- - - -			1		\$1,100.00		0.00				
18	WTSP	10/24/12	10/24/12	7-730p Wheel of Fortune	CM	7-730p	- - W- - - -	:30	1	\$5,200.00	P-2	0.00	NM	1	\$5,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - W- - - -			1		\$5,200.00		0.00				
													Totals	18	\$42,700.00